



CELEBRATING
55 YEARS

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The power of positive thinking

July 21, 2010 - Front Section

For over 40 years I have asked myself to write a monthly message addressed to the multi-trillion dollar commercial/investment real estate industry. A smart ad agency once asked me, "How many readers do you have?" My honest answer was, "Wouldn't you rather know who rather than how many?" He thought about that and finally answered, "OK, who?" I proudly answered, "Everyone! One way or another we get it on the right desks."

The agency reserved space for their client and has been in the same spot ever since. Several years ago when Donald Trump decided to be a TV personality and launched his first show a New York Real Estate Journal sat on his desk for all the viewers to see. My case rests.

In 1954, I was honored to listen to Dr. Norman Vincent Peale give a speech at my high school graduation. (His son John was in my class). I probably learned more from staying awake that informative hour than all four years fighting to stay awake in daily class. Dr. Peale suggested that negative energy is stronger than positive energy, and if you allow the negative crap around you, blame yourself for your failures. Science has proved that you can only have one thought in your mind at a time. Therefore, you can choose to think you are going to hit the green on your drive on your next par 3 hole, or you can think you are going to pull it into the woods. Your choice!

Summer vacation time is here. Here's what most of us do on our badly needed escape trip. 1. Read the daily negative headlines. 2. Watch CNN (or other negative news channels. 3. Call our office daily. 4. Keep our cell phone charged. 5. Check our stocks. 6. Read our email. 7. Dress up. 8. Try and impress people.

Here's what Dr. Peale would advise for our mental health. Do none of the above, especially since they all can be negative.

Following the new vacation rules that will help you live longer, healthier and happier. 1. Change your scenery and divorce yourself from the outside world since you can't change it anyway. 2. Face the fact that your office will somehow survive a week without you. 3. Dress down and comfortable or try not to impress anyone. 4. Make new friends, ask them questions and then shut up and listen. (You may learn something new and interesting.) 5. If you have a mate do something you have never done before with them. 6. Escape from the uncontrolled outside world that influences you in a negative way everyday. 7. No newspapers (except the Journal, of course). 8. No TV. 9. No cell phone. 10. No email. 11. No Internet. 12. No news on TV.

I promise that the world will still be there when you return from you personally created positive Utopia. When you do these things I guarantee that you will learn to smell the flowers - the ones that you never even noticed before.

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